

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE 101 CORPORATION		06/26/2013	CORPORATION:
RECEIVING PARTY DATA			
Name:	MATTHEW WAYNE BOOTH		
Street Address:	137 North Larchmont Boulevard, Suite 123		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90004		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85863528		
CORRESPONDENCE DATA			
Fax Number:	2138962450		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(213) 896-2510		
Email:	PTDocketing@hkllaw.com		
Correspondent Name:	Richard E. Lyon, Jr.		
Address Line 1:	400 South Hope Street, 8th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90071-2801		
ATTORNEY DOCKET NUMBER:	129661.00003		
NAME OF SUBMITTER:	Richard E. Lyon, Jr.		
Signature:	/Richard E. Lyon, Jr/		
Date:	07/02/2013		
Total Attachments: 1 source=TM Assignment#page1.tif			

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WHEREAS, THE 101 CORPORATION, a California corporation having its principal place of business in Los Angeles, California ("ASSIGNOR"), has adopted and used and is the owner of a trademark comprising a design of a cherry blossom bordered by a circle for jewelry and for clothing, and has on file with the United States Patent and Trademark Office, U.S. trademark application serial no. 85/863,528 for said mark;

WHEREAS, MATTHEW WAYNE BOOTH, an individual residing in Los Angeles, California ("ASSIGNEE") is the sole owner of ASSIGNOR and is desirous of acquiring the aforesaid trademark and pending application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, transfers and assigns to ASSIGNEE, its successors and assigns, the full and exclusive right, title and interest in and to the aforesaid trademark and U.S. trademark application serial no. 85/863,528 therefor, the goodwill of the business symbolized by said trademark and application and the right to sue for past, present and future infringement of any of the foregoing and the right to collect and own any monetary or other damages as a result thereof.

Executed at Los Angeles, California, this 20 day
of June, 2013.

THE 101 CORPORATION - ASSIGNOR

By: 
Matthew Wayne Booth, President

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